

**AMENDMENT AND PRESENTATION OF CLAIMS**

Please replace all prior claims in the present application with the following claims, in which claims 16 and 63 are canceled without prejudice or disclaimer, claims 1, 10, 17, 48, 57, 64, 95, and 96 are currently amended, and claims 97-100 are newly presented.

1. (Currently Amended) A method, comprising:

receiving data at a first hand-held device from a second hand-held device via short range communication;

determining, at the first hand-held device, a match between the data received at the first hand-held device and data associated with one or more other ~~held by a second~~ hand-held devices within a short-range communication range of the first hand-held device;

creating, at the first hand-held device, a log entry in accordance with the match; and

providing a recommendation to a user of the first hand-held device relating to the data received at the first hand-held device after one or more criteria have been met,

wherein the criteria include a specification of at least a predefined number of matches between the data received at the first hand-held device and the data held by associated with the ~~the data held by~~ one or more other hand-held devices encountered within the short-range communication range of the first hand-held device.

2. (Previously Presented) The method of claim 1, wherein the data received at the first hand-held device includes at least an identifier for data held by the second hand-held device.

3. (Original) The method of claim 2, wherein the identifier is a unique identifier.

4. (Original) The method of claim 2, wherein the identifier is an international standard book number.

5. (Previously Presented) The method of claim 2, wherein the identifier is an international mobile equipment identity identifier.

6. (Previously Presented) The method of claim 2, wherein the data received at the first hand-held device includes a data element held by the second hand-held device.

7. (Original) The method of claim 6, wherein the data element is a phone number.

8. (Original) The method of claim 6, wherein the data element is a universal resource locator.

9. (Previously Presented) The method of claim 1, wherein the data received at the first hand-held device is not browsable by the user.

10. (Currently Amended) The method of claim 1, further comprising:

determining if the user already possesses data relating to the ~~socially-relevant~~ recommendation.

11. (Original) The method of claim 1, wherein the recommendation is provided at a particular period of time after the one or more criteria have been met.

12. (Original) The method of claim 1, wherein the recommendation is provided at a particular time of day after one or more criteria have been met.

13. (Previously Presented) The method of claim 1, wherein the recommendation is provided after the user performs an operation with the first hand-held device.

14. (Previously Presented) The method of claim 1, wherein the recommendation suggests to the user addition of data relating to the data received at the first hand-held device.

15. (Previously Presented) The method of claim 14, wherein the data suggested for addition is held by the second hand-held device.

16. (Canceled)

17. (Currently Amended) The method of claim ~~16~~1, wherein bluetooth is employed for the short-range communications.

18. (Previously Presented) The method of claim 1, wherein a one-way hash of a unique identifier associated with the second hand-held device is employed in creating the log entry.

19. (Original) The method of claim 1, wherein one or more criteria provide for weighting of log entries.

20. (Original) The method of claim 1, wherein the recommendation is not provided after expiration of a validity period.

21. (Previously Presented) The method of claim 1, wherein the data received at the first hand-held device is updated.

22. (Original) The method of claim 1, wherein the user is directed to a source for information regarding data suggested by the recommendation.

23. (Original) The method of claim 1, wherein an advertiser learns if the user complied with the recommendation.

24-47. (Canceled)

48. (Currently Amended) A hand-held apparatus, comprising:

a memory having program code stored therein; and

a processor disposed in communication with the memory for carrying out instructions in accordance with the stored program code;

wherein the processor, in accordance with the program code, is configured to:

receive data from a hand-held apparatus via short range communication;

determine a match between the received data and ~~data held by a~~ associated with one or more other hand-held apparatuses within a short-range communication range;

create a log entry in accordance with the match; and

provide a user targeted recommendation relating to the received data after one or more criteria have been met,

wherein the criteria include a specification of at least a predefined number of matches between the received data and the data held by associated with the one or more other hand-held apparatuses encountered within the short-range communication range.

49. (Previously Presented) The hand-held apparatus of claim 48, wherein the received data includes at least an identifier for data held by said hand-held apparatus within the short-range communication range.

50. (Previously Presented) The hand-held apparatus of claim 49, wherein the identifier is a unique identifier.

51. (Previously Presented) The hand-held apparatus of claim 49, wherein the identifier is an international standard book number.

52. (Previously Presented) The hand-held apparatus of claim 49, wherein the identifier is an international mobile equipment identity identifier.

53. (Previously Presented) The hand-held apparatus of claim 49, wherein the received data includes a data element held by said hand-held apparatus within the short-range communication range.

54. (Previously Presented) The hand-held apparatus of claim 53, wherein the data element is a phone number.

55. (Previously Presented) The hand-held apparatus of claim 53, wherein the data element is a universal resource locator.

56. (Previously Presented) The hand-held apparatus of claim 48, wherein the received data is not user browsable.

57. (Currently Amended) The hand-held apparatus of claim 48, wherein the processor is further configured to:

determine if data relating to the ~~socially relevant~~ recommendation is already user possessed.

58. (Previously Presented) The hand-held apparatus of claim 48, wherein the recommendation is provided at a particular period of time after the one or more criteria have been met.

59. (Previously Presented) The hand-held apparatus of claim 48, wherein the recommendation is provided at a particular time of day after one or more criteria have been met.

60. (Previously Presented) The hand-held apparatus of claim 48, wherein the recommendation is provided after a user operation.

61. (Previously Presented) The hand-held apparatus of claim 48, wherein the recommendation suggests addition of data relating to the received data.

62. (Previously Presented) The hand-held apparatus of claim 61, wherein the data suggested for addition is held by said hand-held apparatus within the short-range communication range.

63. (Canceled)

64. (Currently Amended) The hand-held apparatus of claim 48 ~~63~~, wherein bluetooth is employed for the short-range communications.

65. (Previously Presented) The hand-held apparatus of claim 48, wherein a one-way hash of a unique identifier associated with said hand-held apparatus within the short-range communication range is employed in creating the log entry.

66. (Previously Presented) The hand-held apparatus of claim 48, wherein one or more criteria provide for weighting of log entries.

67. (Previously Presented) The hand-held apparatus of claim 48, wherein the recommendation is not provided after expiration of a validity period.

68. (Previously Presented) The hand-held apparatus of claim 48, wherein the received data is updated.

69. (Previously Presented) The hand-held apparatus of claim 48, wherein there is user direction to a source for information regarding data suggested by the recommendation.

70. (Previously Presented) The hand-held apparatus of claim 48, wherein an advertiser learns if user compliance with the recommendation occurred.

71-94. (Canceled)

95. (Currently Amended) A hand-held apparatus, comprising:

hardware means for receiving data from a second hand-held apparatus via short range communication;

hardware means for determining a match between the received data and ~~data held by a~~ associated with one or more other hand-held apparatuses within a short-range communication range;

hardware means for creating a log entry in accordance with the match; and

hardware means for providing a user targeted recommendation relating to the received data after one or more criteria have been met,

wherein the criteria include a specification of at least a predefined number of matches between the received data and ~~the data held by~~ associated with the one or more other hand-held apparatuses encountered within the short-range communication range.

96. (Currently Amended) A hand-held apparatus, comprising:

a memory having program code stored therein;



a processor disposed in communication with the memory for carrying out instructions in accordance with the stored program code; and

a short-range communications interface disposed in communication with the processor;

wherein the processor, in accordance with the program code, is configured to:

determine a match between ~~received data~~ received, via the short-range communications interface, from a second hand-held apparatus and ~~data held by a~~ associated with one or more other hand-held apparatuses within a short-range communication range, wherein the received data includes at least an identifier for ~~data held by~~ associated with the one or more other hand-held apparatuses within the short-range communication range;

create a log entry in accordance with the match; and

provide, after one or more criteria have been met, a user targeted recommendation relating to the received data,

wherein the criteria include a specification of at least a predefined number of matches between the received data and ~~the data held by~~ associated with the one or more other hand-held apparatuses encountered within the short-range communication range.

97. (New) The method of claim 1, further comprising:

transmitting, to the second hand-held device via the short range communication, information corresponding to the log entry.

98. (New) The hand-held apparatus of claim 48, wherein the processor, in accordance with the program code, is further configured to:

transmit<sub>1</sub> to the second hand-held device via the short range communication, information corresponding to the log entry.

99. (New) The hand-held apparatus of claim 95, further comprising:

hardware means for transmitting<sub>2</sub> to the second hand-held device via the short range communication, information corresponding to the log entry.

100. (New) The hand-held apparatus of claim 96, wherein the processor, in association with the short-range communications interface, is further configured to:

transmit<sub>1</sub> to the second hand-held device via the short range communication, information corresponding to the log entry.